

Rep Order# 9848224 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/19/2012 8:06 AM
Last Received: 10/18/2012 7:59 PM
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product NRA
Estimate# 3388
Buyer TRACEY ROBINSON
Phone#
Fax#

67185
Agency () AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 137/490/3388
Flight Dates 10/22/2012 - 10/28/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	M	1135P-1235A	D LETTRMAN	:30	\$1,200.00	10/22-10/22	1	P2	1	\$1,200.00	
	Rating: 2.3											
	2	TU	1135P-1235A	D LETTRMAN	:30	\$1,200.00	10/23-10/23	1		1	\$1,200.00	
	Rating: 2.3											
	3	TH	1135P-1235A	D LETTRMAN	:30	\$1,200.00	10/25-10/25	1		1	\$1,200.00	
	Rating: 2.3											
	4	F	1135P-1235A	D LETTRMAN	:30	\$1,200.00	10/26-10/26	1		1	\$1,200.00	
	Rating: 2.3											
	5	SU	1135P-1205A	SPORTS AUTHRTY	:30	\$1,000.00	10/28-10/28	1	P2	1	\$1,000.00	
	Rating: 3.0											
	6	SU	4P-7P	CBS NFL FTBL-2	:30	\$21,000.00	10/28-10/28	1	P1	1	\$21,000.00	
	Rating: 24.8											

→ needs to be 1-4P

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---REPORT TOTALS---

Report Totals: 6 / \$26,800.00

---SALES MONTHLY TOTALS---

Oct 12: 6 / \$26,800.00

Sales Totals: 6 / \$26,800.00

Station Totals: 6 / \$26,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$94,333	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	6%
		WKRC	28%	WLWT	24%	WSTR	0%	WXIX	40%		

Books null
Demos RA35+

ORDER

LOCAL 12

Orders	Order / Rev:	67185
	Alt Order #:	09848224
	Product Desc:	NRA
	Estimate:	3388
	Flight Dates:	10/22/12 - 10/28/12
	Original Date / Rev:	10/19/12 / 10/19/12
	Order Type:	GENERAL

Agency	Name:	American Media & Advocacy
	Buying Contact:	
	Billing Contact:	
		815 Slaters Lane
		Alexandria, VA 22314

Advertiser	Name:	National Rifle Association
	Demographic:	A35+
	Product Codes:	Issues/Propositions
	Priority:	P-1
	Revenue Codes:	AGY, POL-ISS, GEN

Bill Plan				Total
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	6	\$26,800.00	\$22,780.00

Account Executives			
Account Executive	Sales Office	Sales Region	Start Date / End
Millennium Washington DC			
Start Of Order -			

Order Share	Share	Total
Local 12 WKRC-TV	28%	\$26,800.00
Market	100%	\$95,714.29

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	2%	\$1,914.29
WCPO	6%	\$5,742.86
WLWT	24%	\$22,971.43
WSTR	0%	\$0.00
WXIX	40%	\$38,285.71

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	10/22/12	10/22/12	Letterman Letterman	CM	11:35 PM-12:35 XI	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
D LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/22/12	10/28/12	M-----	1	\$1,200.00	0.00								
E 2	WKRC	10/23/12	10/23/12	Letterman Letterman	CM	11:35 PM-12:35 XI	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
D LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week:	10/22/12	10/28/12	-T-----	1	\$1,200.00	0.00								
E 3	WKRC	10/25/12	10/25/12	Letterman Letterman	CM	11:35 PM-12:35 XI	--T----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
D LETTERMAN															

Order / Rev:	67185	Advertiser:	National Rifle Association
Alt Order #:	09848224	Product Desc:	NRA
Flight Dates:	10/22/12 - 10/28/12	Estimate:	3388

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	10/25/12	10/25/12	Letterman Letterman	CM	11:35 PM-12:35 XI	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
D LETTRMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	---T---	1	\$1,200.00	0.00								
E 4	WKRC	10/26/12	10/26/12	Letterman Letterman	CM	11:35 PM-12:35 XI	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
D LETTRMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	----F--	1	\$1,200.00	0.00								
E 5	WKRC	10/28/12	10/28/12	Sun 1135p-1205a Sun 1135p-1205a	CM	11:35 PM-12:05 XI	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
SPORTS AUTHRTY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----S	1	\$1,000.00	0.00								
E 6	WKRC	10/28/12	10/28/12	NFL Regular Season Regular Season	CM	1:00 PM-4:00 PM (1:00 PM-4:00 PM)	-----S	:30	1	\$21,000.00	P-1	0.00	NM	1	\$21,000.00
CBS NFL FTBL-2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----S	1	\$21,000.00	0.00								
Totals														6	\$26,800.00